

# **ECONOMIC DEVELOPMENT CORPORATION**

## **Activity Report: Month Ending January 2025**

### **ECONOMIC DEVELOPMENT REVOLVING LOAN FUND (EDRLF)**

- Total Balance to Loan **\$127,073** Accounts Receivable: **\$489,947** Amount Leveraged: **\$3.04 Million**

### **Economic Development Information:**

#### **Business Development/Retention and Expansion Activities**

- Business Contacts: Assisted three (3) potential new start Up Businesses and ten (10) current businesses
- Attended Aldi's Grand Opening Event
- Met with Two contractors on two (2) separate projects
- Closed on one (1) LCEDC RLF business loan and one (1) CWED business loan
- Continue to market available sites and buildings on Locate In Wisconsin and potential developers and interested buyers

#### **City of Antigo Grant Administration Projects**

- Submitted requested items for desk monitoring to the Department of Administration for the CDBG PF 23-01 Edison Street from 6<sup>th</sup> to 9<sup>th</sup> Ave Project.
  - Submitted Single Audit Statement for year ending 2024.
  - Virtually attended the CDBG Application Training webinar.
- Submitted EDA Quarterly Report for the Industrial Park Project
- Facilitate Waste Water Treatment Plant Solar Project Grant Meeting
  - Submitted quarterly report for Waste Water Treatment Plant Solar Grant Project
- Attended Waste Water Treatment Renovation Project with Northcentral Regional Planning Commission regarding EDA potential grant opportunity.

#### **Workforce Development**

- Dream Up Childcare Taskforce launched the new Adopt-A-Provider Program; and met to discuss next steps in re-evaluating the needs of Langlade County
- Updated Job Postings on EDC website
- Continuing to work with Inspire Wisconsin and helping Antigo School District with business contacts

#### **Entrepreneurship**

- Held the third Business Network of Langlade County Group in partnership with Small Business Development Center on January 9, 2025.
  - Business networking meetings will be held every 2<sup>nd</sup> Thursday of the month from 8-9 am in the LCEDC Conference room.
- Fall Business Plans were presented and Business Start Up grants awarded
- Launched marketing campaign for Spring ETP Course; February 18-April 15<sup>th</sup>
- Grant written and applied to WEDC ETP Grant Program
- Met with UW Extension Community Economic Development Specialist regarding Rural Entrepreneurial Venture Program

#### **Broadband**

- Submitted BEAD Planning Grant Quarterly Report
- Presented the Bertram Communications LLC Project at 11 Township meetings total
- Emailed all Towns/Village to request Letter of Support to be added to February Agendas
- Held Broadband meeting and submitted to Langlade County Board NSight Project for Endorsement
- Langlade County Broadband Plan received approval by the Langlade County Board
- Continue to monitor current Grant Funded Broadband Projects

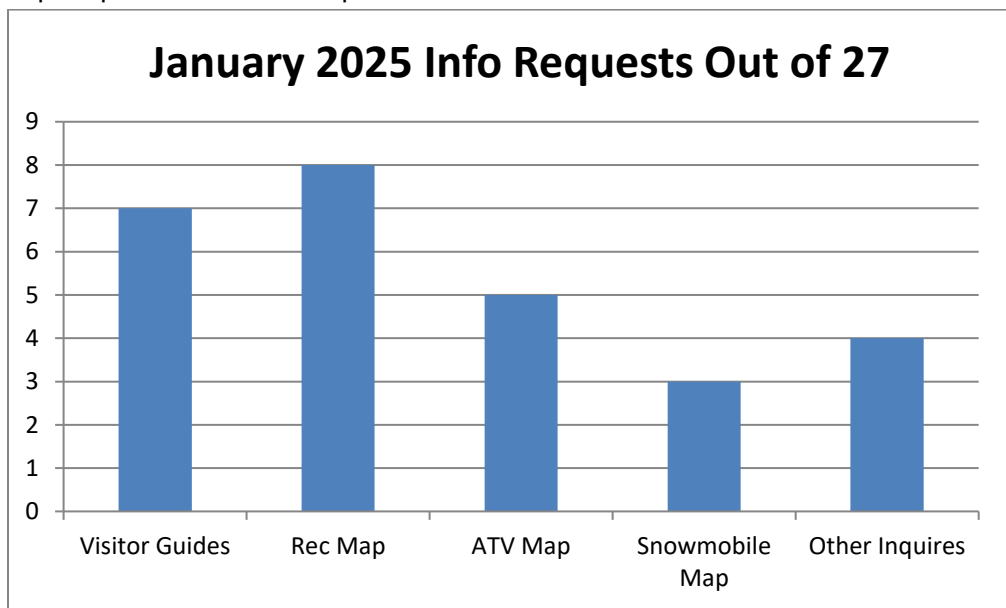
#### **Meetings/Trainings attended**

1. UW Extension REV Program Meeting
2. WEDC ETP Application Meeting
3. Langlade County Snowmobile Council
4. Workforce Development Board

- 5. Business Network of Langlade County
- 6. Dream Up/Child Care Task Force
- 7. Building a Healthier Langlade County
- 8. CWED Board
- 9. Childcaring Board
- 10. Langlade County Transportation
- 11. City of Antigo Idle Site Discussion
- 12. Broadband Commission and Township Meetings
- 13. Grow North Board of Directors
- 14. Dream Up Langlade County & Lincoln County
- 15. Breakfast Club
- 16. WEDA Board
- 17. City of Antigo Hotel/Motel Commission
- 18. Aldi's Grand Opening Event
- 19. SBA Funding Source Webinar
- 20. CDBG Application Training
- 21. Langlade County Board
- 22. ETP Orientation
- 23. Northcentral Regional Planning Commission
- 24. North Central Wisconsin Tourism Partnership (ITBEC) Board
- 25. Zarda Design for Tourism Promotion

**Tourism Development**

- Tourism Website: 4,483 Users in the months of January  
  - Top referral site: Facebook
  - 2<sup>nd</sup> referral site: Langlade Forestry and Parks
- App Downloads: 3 downloads in January 2025
- Recreation Information Requests: 27 Recreation Requests in January 2024  
  - Top Request: Recreation Map



- Visitor Guide Distributed: 0 of the 2025 Langlade County Visitor Guide have been distributed from the Economic Development Corporation Office since January 29, 2025.
- Rec Map Distributed: The 2025 Langlade County Recreation Maps were received on November 19, 2024. 749 of the 2025 Langlade County Recreation Maps have been distributed from the Economic Development Corporation Office since November 19, 2024.
- Facebook: 15,087 "Followers" The top post in January post was about all the winter events. This post reached 5,395 people with 33 interactions.
  - The paid social media post about discovering winter magic in Langlade County ran 29 days. The promotion reached 19,289 people with 339 landing page views, 6,143 post engagements, and 419 link clicks.
  - Another two week post about bring the entire family to Langlade County as there is pet friendly, lodging, hiking trails, and ice fishing lake. The promotion reached 28,124 people with 410 landing page views, 15,495 post engagements, and 805 link clicks.
- Instagram: 546 "Followers" as of January 2025. Top post the event list for January 2025. The post had 232 impressions with 4 interactions.
- Everbridge: There have been 1,452 people that have registered since June 1, 2016.
- Northcentralwisconsin.com: This is the portal website through ITBEC and we received 8 visits to Langlade County Page in the month of January. LCEDC received 1 request for more information in January from this website.

- o Langlade County Recreation Maps and Visitor Guides were available at the Green Bay RV Show January 30 through February 2, 2025.
- alcinfo.com: 212 users in the month of January:  
 langladecounty.org: 1 referral                      langladecountyedc.org: 1 referral

**Other Tourism Information:**

- Continued sending out Everbridge mass notifications and marketing Everbridge and alcinfo.com webpage.
- Continue refining the Langlade County Tourism Information binder for staff for answers to visitor's questions.
- LCEDC is updated 12 Travel Wisconsin's Winter Snow Reports reports weekly if not multiple times a week.
- Reviewed with Zarda Design January's social media posts to develop February's posts.
- The North Central Wisconsin Tourism Partnership (ITBEC) is working on a Marketing Strategic Plan.
- Continued contract with WBAY Action 2 News to run 7 second commercials in January.
- Additional Go To Spot icon order is being developed. One 10 Graphics designed a new playground icon.
- Present LCEDC tourism assets to the Langlade County Snowmobile Council.
- Coordinated with the Langlade County Chapter of the Ice Age Trail on collaborative efforts.
- Attending the City of Antigo Hotel/Motel Commission meeting for 2025's destination marketing funding.
- The North Central Wisconsin Tourism Partnership had a double booth at the Green Bay RV Show on January 30-February 2, 2025. Langlade County Recreation Maps and Visitor Guides were available for people to take. Beck worked the booth on Saturday.
- Submitted half page ad for February/March/April 2025 Up North Action Magazine.

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